

FIG. 1

CUSTOMER DATABASE

200

206	208	210	212
CUSTOMER PHONE #	QUESTION 1 RESPONSE	QUESTION 2 RESPONSE	QUESTION "N" RESPONSE
202			
(555) 555-0001	SATISFIED	DISSATISFIED	GREAT
(555) 555-0002	SATISFIED	VERY DISSATISFIED	POOR
204			
•			
•			
•			
•			
•			

FIG. 2

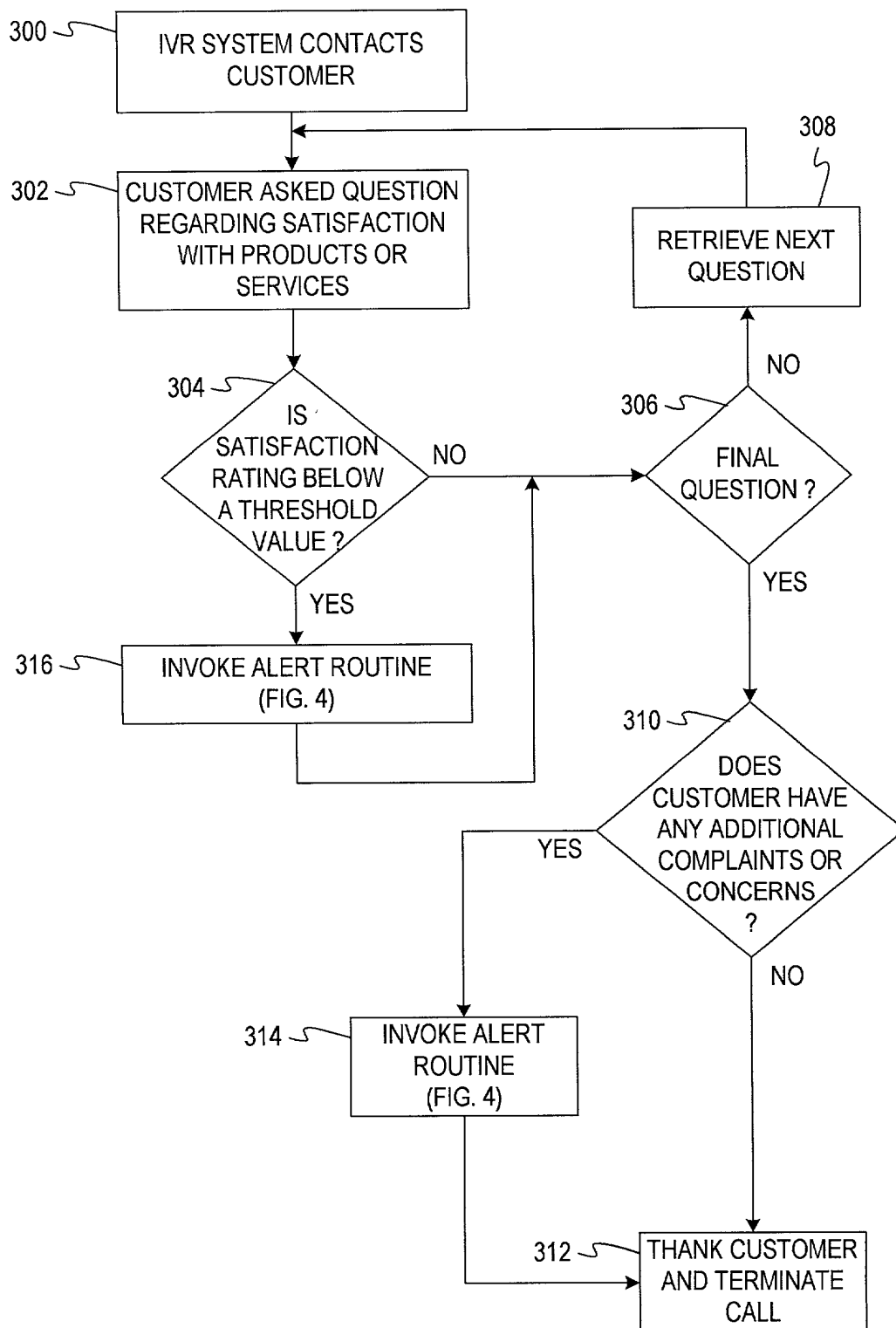


FIG. 3

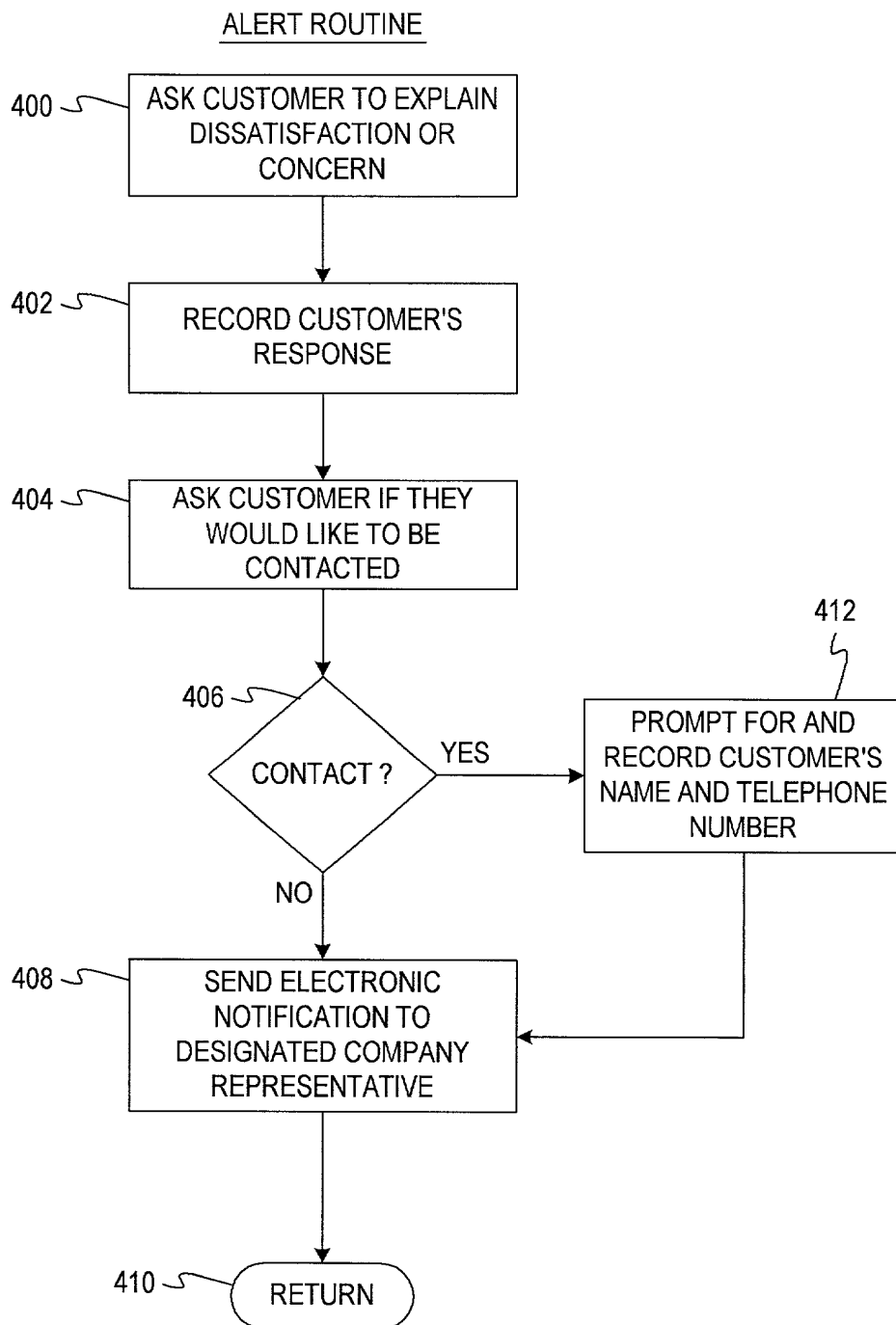


FIG. 4

Address: http://	
500	ALERTS FOR ABC COMPANY
502	LOCATION: 111 MAIN ST., ST. PETERSBURG, FL
504	TOTAL ALERTS SINCE JANUARY 1, 2001: 20
506	TOTAL ALERTS PENDING: 3
510	
508	ALERTS DATE RECEIVED EMPLOYEE RESPONSIBLE STATUS LENGTH OF TIME PENDING
	1 01/03/01 EMPLOYEE A NOT READ 1 DAY
	2 01/10/01 EMPLOYEE A READ, NO ACTION 1.5 DAYS
	3 01/07/01 EMPLOYEE B CUSTOMER CONTACTED 3 DAYS

FIG. 5

600

ADDRESS: http://							
DISTRICT MGR NAME	STORE #	RED ALERTS	MANAGER ALERTS	CELEBRATE ALERTS	TOTAL # COMPLETE (CURR PRD)	TOTAL # RED ALERTS (CURR PRD)	RED ALERT DEFECT RATE (CURR PRD)
JOHN SMITH	1001	<u>REDRPT</u>	<u>MGRRPT</u>	<u>CELEBRATE</u>	25	5	20%
JOHN SMITH	1002	<u>REDRPT</u>	<u>MGRRPT</u>	<u>CELEBRATE</u>	26	3	11.5%
JOE JACKSON	1003	<u>REDRPT</u>	<u>MGRRPT</u>	<u>CELEBRATE</u>	11	1	9.09%
JOE JACKSON	1004	<u>REDRPT</u>	<u>MGRRPT</u>	<u>CELEBRATE</u>	27	2	7.40%
					602	604	606
					608	610	612

FIG. 6

700

ADDRESS: <input type="text" value="http://"/>							
STORE 1001							
702 TRANS. DATE	704 SURVEY DATE	706 REQUEST PHONE#	708 RED ALERT OVERALL SATISFACTION	710 FRIES	712 TASTE	714 FRESH	
08/08/2001 12:46:00	08/09/2001 15:48:26	(123) 456.7890	COMPLETELY DISSATISFIED	NOT SAT COLD	NOT SAT COLE SLAW	NOT SAT COLE SLAW	
08/08/2001 15:46:00	08/09/2001 11:38:39	(123) 456.7890	MOSTLY DISSATISFIED	NOT SAT HARD/DRY	NOT SAT COLE SLAW	NOT SAT COLE SLAW	
08/07/2001 20:29:00	08/08/2001 19:30:09	(123) 456.7890	NEITHER	FAIR PORTION SIZE	FAIR COLE SLAW	FAIR CHICKEN	
08/04/2001 13:01:00	08/06/2001 14:55:12	(123) 456.7890	MOSTLY		FAIR CHICKEN	FAIR CHICKEN	
08/04/2001 15:46:00	08/06/2001 17:22:35	(123) 456.7890	MOSTLY			FAIR SEAFOOD	

FIG. 7

800

ADDRESS:		http://							
STORE 1001									
802	804	806	808	810	812				
TRANS. DATE	SURVEY DATE	REQUEST PHONE#	FRIES	TASTE	FRESH				
07/24/2001 12:24:00	07/26/2001 11:06:34	(123) 456.7890							
07/25/2001 11:38:00	07/25/2001 16:33:02	(123) 456.7890							
07/24/2001 16:44:00	07/24/2001 22:57:38	(123) 456.7890	NOT SAT GREASY/SOG	FAIR MISC	FAIR MISC				
07/23/2001 12:59:00	07/24/2001 15:21:20	(123) 456.7890	FAIR GREASY/SOG						

FIG. 8

900

ADDRESS: http://			
STORE 1001			
902 TRANS. DATE	904 SURVEY DATE	906 REQUEST PHONE#	908 # OF RESPONSES RECEIVED FROM THIS PHONE NUMBER IN CURRENT QTR.
08/09/2001 17:36:00	08/10/2001 20:18:59	(123) 456.7890	1
08/06/2001 14:57:00	08/07/2001 18:26:19	(123) 456.7890	1
08/04/2001 18:43:00	08/05/2001 13:40:52	(123) 456.7890	2
07/30/2001 12:08:00	08/01/2001 15:32:08	(123) 456.7890	1

FIG. 9